

sceducationlottery.com

# SELLING points

October 2014 Vol. 15, No. 4

LOTTERY RETAILER NEWSLETTER



# SECOND-CHANCE PROMOTION



For more information visit:  
[WWW.SCEDUCATIONLOTTERY.COM](http://WWW.SCEDUCATIONLOTTERY.COM)





Dear Lottery Retailers:

Let’s get together! I invite YOU to join me and our lottery team at a retailer rally event near you. And, I guarantee you’ll have a great time.

If you’ve never been to a retailer rally before, you are in for a real treat. This gathering is our way of saying “Thanks” for everything you do to sell lottery products. So, be on the lookout for an invitation with event details and make plans now to attend one of our rallies over the next few months.

I’m looking forward to seeing you and celebrating our shared successes very soon!

Entries are coming in for our first Instant Replay Second-Chance Promotion drawing. This NEW promotion will create 425 winners later this month, and in the months to come! But, we need your help.

Inform your players of this great opportunity to take a non-winning \$1 and \$2 scratch-off ticket and register it online for a chance to win cash prizes up to \$20,000 or points to redeem for merchandise in our prize store. One lucky player will win \$100,000 in a final drawing set for September of 2015.

And don’t forget, we are coming to a city near you. This year’s retailer rally theme is “Celebrating the BEST,” because you are without a doubt the best at what you do. Enjoy the beautiful fall weather.

All my best,

**Paula Harper Bethea**  
Executive Director

*If you would like to speak with  
Paula Harper Bethea, contact  
Holli Armstrong at 803-737-4419.*

# SELLINGpoints

***Selling Points*** is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to lead time for printing and delivery of this newsletter, certain information may not necessarily be the finalized product or version. If you have an idea for an article or questions about this publication, please call 803-737-4419.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)  
**Stolen/Missing Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)  
**Winning Numbers Line:** 1-803-734-4966 (IWON)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155  
**Ad Space:** 1-803-737-4419 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:  
**www.sceducationlottery.com**

Please Play Responsibly! [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



OWNER NICK PATEL

## FEATURED RETAILER

# Quick Pantry 14

**By Julie Adams, Coastal MSR**

Store owner Nick Patel proudly hangs his 2009 award for Top Retailer in Berkeley County in his neighborhood store. Ask anyone you see in the **Ladson** area where to buy lottery tickets and they’ll gladly tell you to “Go see Mr. Nick” at **Quick Pantry 14**.

Not only is he recognized for the relationships he has built with his customers, but also for that extra mile he diligently goes. To my own surprise and delight, I have personally been affected by his hard work and determination. On several occasions, I have entered the store to find him cleaning and straightening his lottery play station before I can even reach it. Needless to say, it comes as no surprise that he has built a very loyal “fan base” of players since his start with the Lottery in 2005.

It is service, passion, and a determination to succeed that lead to building these family-like customer relationships. Those practices are what lead to the success of the entire South Carolina Education Lottery.

We simply could not do it without devoted retailers like Mr. Nick Patel and all of his committed players, as well as all of the other players and retailers across the state. Thank You!



**Bufford Express Mart #6, Lancaster** – Stephanie  
**D’s Pit Stop, Effingham** – Raj & Koki  
**Quick Pantry 19, Greenwood**





# SECOND-CHANCE PROMOTION



ENTER YOUR ELIGIBLE  
\$1 & \$2 NON-WINNING  
TICKETS FOR A CHANCE  
TO WIN:

CASH PRIZES UP TO \$20,000

OR

UP TO 20,000 POINTS  
TO SHOP AT THE PRIZE STORE

425 WINNERS SELECTED EVERY MONTH!  
OVER 1,000 MERCHANDISE PRIZES AVAILABLE



For more information visit:  
[WWW.SCEDUCATIONLOTTERY.COM](http://WWW.SCEDUCATIONLOTTERY.COM)

Starting September 29, visit the NEW Players' Club for the **Instant Replay** link to start entering your eligible tickets and to view the Instant Replay Prize Store...



## INSTANT REPLAY SECOND-CHANCE PROMOTION

It's time to start entering non-winning \$1 & \$2 instant tickets in the **Instant Replay** Second-Chance Promotion for points and prizes. **All \$1 and \$2 tickets are eligible with the following exceptions: \$1 Diamond Doubler (#661), \$2 Hot Card (#667), \$2 Lucky Shamrock (#672) and \$2 Double Match (#679).**

The first drawing is this month! On October 22 we'll award five cash prizes and 420 points prizes redeemable for merchandise.

Entering is easy! Join Players' Club at [sceducationlottery.com](http://sceducationlottery.com). Register and start entering tickets in the Instant Replay Promotion. Soon, you can download the app on any supported smartphone or tablet to enter tickets too. Shop the Instant Replay Store and redeem points!

There will be 12 drawings. In 11 monthly drawings players can win up to 20,000 points and cash prizes up to \$20,000. The twelfth and final drawing will award \$100,000! Entries do not carry over for the monthly drawings, so players must enter every month. All entries not selected as a winner in a previous drawing are eligible for the final drawing for \$100,000.



Only non-winning \$1 & \$2 scratch-offs are eligible for the **Instant Replay** Promotion. Look for the Instant Replay link under "Second-Chance Promotions" inside the NEW Players' Club to enter tickets for a chance to win cash and points redeemable for merchandise...

**Coming Soon...**  
Stay tuned to download the app!



## SHOP the PRIZE STORE!

Sample of Prizes Available



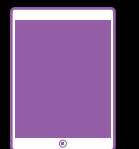
Designer Bags  
subject to availability



Tool Set  
subject to availability



19-32" LED TV  
subject to availability



Touch Screen  
Tablet  
subject to availability







# The Lucky Spot

## We didn't wait around for the next big jackpot

Big jackpots spoiled us. For a while there, a \$1 billion jackpot was starting to seem like a real possibility. But where have all the big jackpots gone?

There's no crystal ball to predict when the next record jackpot will emerge. Both Powerball® and Mega Millions® are games of chance, and therein lies the fun, right?

The good news is there are simple steps you can take to sustain sales when jackpots are flat. Keep you jackpot signs updated, terminal paper stocked, and ask for the sale. Also, celebrate and promote any winners you have!

While larger-than-life jackpots have been absent from the headlines this year, your players have still capitalized. Combined Powerball® and Mega Millions® have created six millionaires in our state so far.

Garden Spot #4 in Taylors is one of three retailers that sold \$1 million winning Powerball® tickets in July. Winning tickets



### \$1 MILLION SMILE

Garden Spot #4 Manager Brent Coker proudly holds up his \$1 million winner's board!

were also sold in Warrentville and Myrtle Beach.

Garden Spot #4 is a success story.

Located off Wade Hampton Blvd., you wouldn't expect a retailer in a residential area that doesn't sell gas to be in the Lottery's Million Dollar Sales Club. But as Manager Brent Coker puts it, "We sell a ton of tickets."

Garden Spot #4 sold more than \$1.5 million in tickets last year. The store has a huge scratch-off following and has sold ones worth as much as \$250,000. But July's \$1 million Powerball® win is their biggest prize to date.

"We were excited when we heard we sold the ticket," said Coker.

Judging by the sign out front, the one on the door and the poster in their window, they are proud too.

And Coker is confident if he can get a customer to buy a ticket, there's a good chance that customer will buy their next one from him too.

"We take care of our lottery customers," said Coker. "We don't mind punching numbers in and explaining the games. And, we absolutely have a lot of regulars because of it."

There must be something in the water in Taylors. The Li'l Cricket #3882 less than half a mile up the street on Wade Hampton Blvd. also sold a \$1 million winning Powerball® ticket.

It happened back in February, and Manager April Morris says customers are still talking about it.

"They ask all the time, 'Are you going to sell me the next one?'" said Morris.

The winner's been back to play her numbers, and Morris says she driving a new car.

The Li'l Cricket #3882 is a winner too. Morris says sales for all games have gone up.

She points to the signs on the wall where other lottery wins are advertised as proof that any win, not just one for \$1 million, can get people talking and trying a ticket.

So, don't wait around for the next big jackpot. Even without one you can find ways to grow online sales. For the Garden Spot #4, the trick is providing consistent, superior customer service. At the Li'l Cricket #3882, showcasing winners makes a difference.

There is a method that will work for you. Make plans to talk with your Marketing Sales Representative about ways you can grow your Powerball® and Mega Millions® sales.



### THE SIGN SAYS IT

Li'l Cricket #3882 Manager April Morris says customers are still talking about the win!



Retailer Rallies kick off this month in Rock Hill and Anderson. We'll be in other cities in the coming months. If you haven't been to a rally before, make plans to attend. It's a time of fellowship, food and fun!

### Rock Hill - Wednesday, October 22

Baxter M. Hood  
Continuing Education Center  
452 South Anderson Road  
Rock Hill, SC 29730  
RSVP to your lottery rep by Thurs., Oct. 9

### Anderson - Tuesday, October 28

Civic Center of Anderson  
3027 Martin Luther King Boulevard  
Anderson, SC 29625  
RSVP to your lottery rep by Thurs., Oct. 16

## Get Those Tickets In

The Millionaire Madness second-chance drawing for \$1 MILLION is Wed., Oct. 29. Enter tickets by Wed., Oct. 22.

The \$100,000 Grand Prize winner in the Guy Harvey Second-Chance promotion will be named on Thur., Oct. 9. Enter tickets by Thurs., Oct. 2 to be eligible.

## Closings

### November:

#### Thurs. and Fri., November 27 and 28:

SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered **BEFORE 5 p.m. on Tues., Nov. 25**, will be delivered on Wed., Nov. 26. Tickets ordered on Wed., Nov. 26, will be delivered on Mon., Dec. 1. **STOCK UP EARLY** for the holiday weekend.



## UPCOMING games

Games scheduled to launch  
Tuesday, October 28:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

## TICKET alerts\*

Fri., Oct. 3: Last day to return 7.11.21 (#673).

Tues., Oct. 7: Last day to redeem Golden Spades (#638).

Wed., Oct. 8: Last day to sell Extreme 8s (#647) and Hot Card (#667).

Fri., Oct. 10: Last day to return Hit Trips (#631) and Millionaire Madness (#670).

Wed., Oct. 15: Last day to sell Diamond Doubler (#661), Lucky Shamrock (#672), and Double Match (#679).

Tues., Oct. 21: Last day to redeem Cash Cloud (#618), Superstar Cash (#660), and Refund Check (#665).

Wed., Oct. 22: Last day to sell Heritage (#677) and Hit \$100,000 (#689).

Fri., Oct. 24: Last day to return Big Winning Numbers (#659).

Tues., Oct. 28: Last day to redeem Mega Cash (#628) and \$25 Grand (#648).

Wed., Oct. 29: Last day to sell Instant Carolina 5 (#579).

## ENDING games\*

Start selling down the following:

**SC-647 Extreme 8s**  
**SC-667 Hot Card**

Last day to sell:  
Wednesday, October 8, 2014

Last day to return:  
Friday, November 7, 2104

Last day to redeem:  
Tuesday, January 6, 2015

**SC-661 Diamond Doubler**  
**SC-672 Lucky Shamrock**  
**SC-679 Double Match**

Last day to sell:  
Wednesday, October 15, 2014

Last day to return:  
Friday, November 14, 2014

Last day to redeem:  
Tuesday, January 13, 2015

**SC-677 Heritage**  
**SC-689 Hit \$100,000**

Last day to sell:  
Wednesday, October 22, 2014

Last day to return:  
Friday, November 21, 2014

Last day to redeem:  
Tuesday, January 20, 2015

**SC-579 Instant Carolina 5**

Last day to sell:  
Wednesday, October 29, 2014

Last day to return:  
Friday, November 28, 2014

Last day to redeem:  
Tuesday, January 27, 2015

\* Watch for UPDATES to ending dates sent via your lottery terminal.

Ending game dates are current as of Tuesday, September 2, 2014.